

AMENDMENTS TO THE CLAIMS:

1. (previously presented): A method for measuring effectiveness of advertisements displayed on a shopping cart, wherein said method comprises:

- a) displaying at least one advertisement on a display device attached to said shopping cart to a plurality of shoppers sequentially using said shopping cart;
- b) generating advertisement history data representing each of said at least one advertisement displayed to each shopper within said plurality of shoppers;
- c) generating a code representing the at least one item purchased by a each shopper within said plurality of shoppers
- d) comparing each said code representing at least one item with said advertisement history data to determine whether an item advertised in said at least one advertisement is purchased by each shopper within said plurality of shoppers; and
- e) generating usage data representing each display of an advertisement for an item purchased by each shopper within said plurality of shoppers.

2. (original): The method of claim 1, wherein

step a) includes displaying images generated from an electrical signal on a display screen, and

step b) includes storing a code representing each of said at least one advertisement in an advertisement history data structure.

3. (currently amended): A method for measuring effectiveness of advertisements displayed on a shopping cart, wherein said method comprises:

- a) displaying at least one advertisement on said shopping cart by holding at least one advertising placard within a display unit,
- b) generating advertisement history data representing each of ~~each of~~ said at least one advertisement within a step including generating an electrical signal in accordance with settings of electrical contacts operated according to a pattern of a surface of said at least one advertising placard held within said display unit.

c) generating a code representing at least one item purchased by a shopper using said shopping cart;

d) comparing each said code representing at least one item with said advertisement history data to determine whether an item advertised in said at least one advertisement is purchased by said shopper using said shopping cart; and

e) generating usage data representing each display of an advertisement for an item purchased by said shopper using said shopping cart.

4. (original): The method of claim 1, wherein

step c) includes reading a machine readable element identifying said at least one item with a sensing device at a point-of-sale terminal, and

said method additionally comprises transmitting said advertisement history data to said point-of sale terminal from said shopping cart adjacent said point-of-sale terminal.

5. (original): The method of claim 4, wherein

said method additionally comprises transmitting said code representing said at least one item and said advertisement history data to a store computer system from said point of sale terminal, and

steps d) and e) are performed according to instructions executing within said store computer system.

6. (original): The method of claim 4, wherein

step a) occurs during a period of use of said shopping cart by said shopper,

a beginning of said period of use is determined by sensing movement of said shopping cart, and

an end of said period of use is determined by transmitting said advertisement history data to said point-of-sale terminal.

7. (original): The method of claim 4, wherein

step a) occurs during a period of use of said shopping cart by said shopper,
a beginning of said period of use is determined by sensing manual operation of a switch, and

an end of said period of use is determined by transmitting said advertisement history data to said point-of-sale terminal.

8. (original): The method of claim 1, wherein

step c) includes reading a machine readable element identifying said at least one item with a sensing device attached to said shopping cart,

said method additionally comprises transmitting said code representing said at least one item and said advertisement history data to a store computer system from said shopping cart, and

steps d) and e) are performed according to instructions executing within said store computer system.

9. (original): The method of claim 8, wherein

said shopping cart additionally includes a receipt printer,

step a) occurs during a period of use of said shopping cart by said shopper with said sensing device,

said period of use begins with reading said machine readable element of a first item;

said period of use ends with printing a receipt within said receipt printer.

10. (original): The method of claim 1, wherein

step d) includes comparing a code representing at least one item with a data record representing at least one advertisement, and

said data record includes at least one code representing an item advertised in said advertisement represented by said data record.

11. (original): The method of claim 10, wherein

said data record is generated within said shopping cart and transmitted to a store computer system; and

steps d) and e) are performed according to instructions executing within said store computer system.

12. (original): The method of claim 10, wherein

said advertisement history data is generated within said shopping cart and transmitted to a store computer system,

said data record is generated within said store computer system by comparing said advertisement history data with an advertisement data structure including codes representing items advertised by a plurality of advertisements.

13. (currently amended): The method of claim 1, wherein step d) includes

determining a name associated with a code representing an item from an item data structure relating codes representing items with names associated with said items; and

comparing said name associated with said code with a data record representing an advertisement displayed on said ~~shipping~~ shopping cart, wherein said data record includes a name advertised in said advertisement represented by said data record.

14. (original): The method of claim 13, wherein

said data record is generated within said shopping cart and transmitted to a store computer system; and

steps d) and e) are performed according to instructions executing within said store computer system.

15. (original): The method of claim 13, wherein

said advertisement history data is generated within said shopping cart and transmitted to a store computer system,

said data record is generated within said store computer system, and
steps d) and e) are performed according to instructions executing within said store computer system.

16. (original): The method of claim 1, additionally comprising determining a plurality of amounts of money owed by a plurality of advertisers by applying an algorithm to said usage data.

17. (original): The method of claim 1, wherein

step a) is controlled by executing instructions in a store computer system according to data transmitted from said store computing system to said shopping cart, and

said advertisement history data is generated and stored within said store computer system.

18. (original): The method of claim 17, wherein

step c) includes reading a machine readable element identifying said at least one item with a sensing device at a point-of-sale terminal,

said method additionally comprises transmitting said code representing at least one item purchased by a shopper using said shopping cart from said point-of-sale terminal to said store computer system, and

steps d) and e) are performed according to instructions executing within said store computer system.

19. (original): The method of claim 17, wherein

step c) includes reading a machine readable element identifying said at least one item with a sensing device attached to said shopping cart,

said method additionally comprises transmitting said code representing said at least one item to said store computer system from said shopping cart, and

steps d) and e) are performed according to instructions executing within said

store computer system.

20. (previously presented): A system for displaying advertisements and for determining effectiveness of said advertisements, wherein said system comprises:

at least one shopping cart including a display unit displaying advertisements to a plurality of shoppers sequentially using said shopping cart, means for generating and storing advertisement history data representing advertisements displayed within said display unit to each shopper within said plurality of shoppers, and a transmitter for transmitting said advertising history data;

at least one sensing device for generating item codes representing items having machine readable elements identifying said items as said items are purchased; and

a store computer system including an item data structure storing codes representing a plurality of items, an advertisement data structure storing data representing advertisements, communication means for receiving said item codes and said advertisement history data, and a processor programmed to compare said item codes with said advertisement history data to determine whether an item advertised in an advertisement displayed in said at least one shopping cart to each shopper in said plurality of shoppers has been purchased by said shopper, and to generate usage data representing each display of an advertisement for an item purchased by a shopper within said plurality of shoppers.

21. (original): The system of claim 20, additionally comprising at least one point-of-sale terminal and a communication channel extending between each said at least one point-of-sale terminal and said store computer system, wherein

each said sensing device is located at a point-of-sale terminal,

said transmitter transmits said advertisement history data to said point-of-sale terminal, and

each said at least one point-of-sale terminal transmits said advertisement history data and said item codes to said store computer system over said communication channel.

22. (original): The system of claim 20, wherein
each of said transmitters is a portion of a transceiver,
each of said at least one point-of-sale terminals transmits a beacon signal, and
said transmitter transmits said advertisement history data to said point-of-sale
terminal upon receiving said beacon signal at said transceiver.

23. (original): The system of claim 20, wherein
each said sensing device is located in one of said at least one shopping cart, and
said transmitter transmits said advertisement data history and said idem codes to
said store computer system.

24. (original): The system of claim 20, wherein
said display unit includes a display screen displaying images generated from an
electronic signal, and
said shopping cart includes storage including an advertisement history data
structure holding said advertising history data.

25. (currently amended): The system of claim 20, wherein
said display unit comprises at least one slot for holding a placard having printed
advertisement data and a plurality of switches activated by ~~[[a]]~~ an element of surface
structures on said placard, and
said advertisement history data is generated from outputs of said plurality of
switches.

26. (previously presented): A system for displaying advertisements and for determining
effectiveness of said advertisements, wherein said system comprises:
at least one shopping cart including a display unit for displaying advertisements
to a plurality of users sequentially using said shopping cart, and a receiver for receiving
data causing said advertisements to be displayed to each shopper within said plurality

of shoppers;

at least one sensing device for generating item codes representing items having machine readable elements identifying said items as said items are purchased; and

a store computer system including an item data structure storing codes representing a plurality of items, an advertisement data structure storing data representing advertisements, communication means for receiving said item codes and for transmitting said data causing said advertisements to be displayed in said display unit of each of said at least one shopping cart, a transaction data structure storing advertisement history data representing advertisements displayed within said display unit of each of said at least one shopping cart, and a processor programmed to generate said data causing said advertisements to be displayed in said display unit of each of said at least one shopping cart, to compare said item codes with said advertisement history data to determine whether an item advertised in an advertisement displayed in said at least one shopping cart to each shopper within said plurality of shoppers has been purchased by a shopper in said plurality of shoppers, and to generate usage data representing each display of an advertisement for an item purchased by said shopper using said shopping cart.

27. (original): The system of claim 26, additionally comprising at least one point-of-sale terminal and a communication channel extending between each said at least one point-of-sale terminal and said store computer system, wherein each said sensing device is located at a point-of-sale terminal transmitting said item codes to said store computer system.

28. (original): The system of claim 26, wherein

each said sensing device is located in one of said at least one shopping cart, and each said shopping cart transmits said item codes to said store computer system.

29-34. canceled:

35. (currently amended): A method performed within a computer system for determining how often advertisements are displayed in shopping carts used to purchase items advertised in said advertisements, wherein said advertisements are displayed in a plurality of time periods, each associated with a use of a shopping cart by an individual shopper, and wherein said method comprises:

a) receiving a code describing an item ~~to be~~ being purchased during a time period in said plurality of time periods;

b) determining, in response to receiving said code in step a), that said item described by said code is advertised within an advertisement described by advertisement history data describing at least one advertisement displayed in a shopping cart during the time period; and

c) generating usage data indicating a display of said advertisement described by said advertising history data in a shopping cart used to purchase an item in a time period within said plurality of time periods, when said item has been advertised within said advertisement in said shopping cart within said time period .

36. (original): The method of claim 35, wherein

said method additionally comprises receiving said advertisement history data in a first transmission from a point-of-sale terminal, and

said code is received in a transmission from said point-of-sale terminal following said first transmission.

37. (original): The method of claim 35, wherein said code and said advertising history data are received together in a transmission from a shopping cart.

38. (original): The method of claim 35, wherein step c) includes comparing said code with at least one code for an advertised item contained within said advertisement history data received in step b).

39. (original): The method of claim 35, wherein step c) includes:

reading an advertisement data record from an advertisement data structure stored within said computer system for an advertisement described in said advertisement history data received in step b); and

comparing said code with one or more codes for advertised items contained within said advertisement data record.

40. (original): The method of claim 35, wherein step c) includes:

reading an advertisement data record from an advertisement data structure stored within said computer system for an advertisement described in said advertisement history data received in step b);

reading an item data record from an item data structure stored within said computer system for an item identified by said code received in step a); and

comparing an advertised name read from said advertisement data record with a name associated with said item read from said item data record.

41. (original): The method of claim 35, additionally comprising determining a plurality of amounts of money owed by a plurality of advertisers by applying an algorithm to said usage data.

42. (original): The method of claim 35, additionally comprising

transmitting a code causing an advertisement to be displayed on said shopping cart, and

generating said advertising history data.

43-47. (canceled)

48. (currently amended): A computer readable medium having computer executable code causing a computer system to perform a method for determining how often advertisements are displayed in shopping carts used to purchase items advertised in

said advertisements, wherein said advertisements are displayed in a plurality of time periods, each associated with a use of a shopping cart by an individual shopper, and wherein said method comprises:

- a) receiving a code describing an item ~~to be~~ being purchased during a time period in said plurality of time periods;
- b) determining, in response to receiving said code in step a), that said item described by said code is advertised within an advertisement described by advertisement history data describing at least one advertisement displayed in a shopping cart during the time period; and
- c) generating usage data indicating a display of said advertisement described by said advertising history data in a shopping cart used to purchase an item in a time period within said plurality of time periods, when said item has been advertised within said advertisement in said shopping cart within said time period .

49. (original): The computer readable medium of claim 48, wherein

said method additionally comprises receiving said advertisement history data in a first transmission from a point-of-sale terminal, and

within said method, said code is received in a transmission from said point-of-sale terminal following said first transmission.

50. (original): The computer readable medium of claim 48, wherein, within said method, said code and said advertising history data are received together in a transmission from a shopping cart.

51. (original): The computer readable medium of claim 48, wherein, within said method, step c) includes comparing said code with at least one code for an advertised item contained within said advertisement history data received in step b).

52. (original): The computer readable medium of claim 48, wherein, within said method, step c) includes:

reading an advertisement data record from an advertisement data structure stored within said computer system for an advertisement described in said advertisement history data received in step b); and

comparing said code with one or more codes for advertised items contained within said advertisement data record.

53. (original): The computer readable medium of claim 48, wherein, within said method, step c) includes:

reading an advertisement data record from an advertisement data structure stored within said computer system for an advertisement described in said advertisement history data received in step b);

reading an item data record from an item data structure stored within said computer system for an item identified by said code received in step a); and

comparing an advertised name read from said advertisement data record with a name associated with said item read from said item data record.

54. (original): The computer readable medium of claim 48, wherein said method additionally comprises determining a plurality of amounts of money owed by a plurality of advertisers by applying an algorithm to said usage data.

55. (original): The computer readable medium of claim 48, wherein said method additionally comprises:

transmitting a code causing an advertisement to be displayed on said shopping cart; and

generating said advertising history data.

56-68. Canceled